



## **Facebook Organization Page Dos and Don'ts**

*You've created a NARFE Federation or Chapter Facebook page, now what? Before you start posting, please keep these dos and don'ts in mind to ensure your State Federation or Chapter Facebook page is successful.*

### **Dos**

- **Do** follow NARFE National Headquarters Facebook page.  
Simply go to [www.facebook.com/NARFEHQ](http://www.facebook.com/NARFEHQ) and click "Like" to follow NARFE National Headquarters on Facebook.
- **Do** appoint a primary Facebook page administrator.  
Facebook provides organization pages several administrator roles, allowing different levels of access to those managing an organization page. Make sure at least one person is the overall "Manager" of your page. This should be the primary person in charge of posting and editing the page.
- **Do** post regularly and schedule posts.  
By posting regularly, you ensure that you're providing relevant and timely information to the members following your page without overwhelming their newsfeed. We recommend posting at least once a week but not more than twice per day.

Another great Facebook feature is the ability to schedule posts for any date and time in the future. This way you can space out your posts and have posts appear during peak Facebook usage times for your page. Experiment with your posts to see what days and times your members are viewing your posts the most.

- **Do** remember that NARFE is a non-partisan organization.  
It is important for us as NARFE members to be non-partisan when representing and participating in NARFE activities, including social media activities. While we each have the right to our own beliefs and party affiliation, these should not be reflected when representing NARFE.

### **Don'ts**

- **Don't** neglect announcing your new Facebook page in your member communications.  
One of the most important first steps when launching a Facebook page is making sure your target audience is aware that your page exists. An easy way to announce your State Federation or Chapter Facebook page is to include information about the page in your member communications. And don't forget



to “Like” your Federation or Chapter Facebook page from your personal Facebook account, if you have one.

Also, make sure to let NARFE Legislative staff know that you’ve launched a Facebook page so we can like your page and share your posts.

- **Don’t** forget to make your posts easy to read and include a call to action. Facebook allows you to customize posts in several ways to ensure your posts are easy to read in your follower’s newsfeed.

For example, when posting a URL, Facebook auto-populates a box which includes your original URL. You can then remove the URL from your post, making your post content easier to read. Look at the post examples below, which is easier to read, #1 or #2?

Another great way to enhance the engagement of your page followers is to include a call to action in your post. By simply asking your followers to “LIKE,” “SHARE,” or “COMMENT” on a post, you remind them to take action and increase engagement.



- **Don’t** disregard your Facebook Insights. Facebook provides a plethora of engagement information through your page Insights, including the reach of your posts and whether your followers are interacting with your page. In looking at your Insights you can better understand the best time of day to schedule posts to increase post views or see if a specific post performed better than others.

To view your page Insights, simply go to the “Admin Panel” on your page and click “See All” in the Insights box.



- **Don't** forget that your Federation or Chapter Facebook page is an extension of NARFE.

While Facebook is a great place to share information and interact with NARFE members informally, please remember that all posts on NARFE State Federations or Chapter pages should enhance the mission of NARFE. Before posting, take a second to think if the post content is appropriate for public consumption as being representative of NARFE.